

Last Received: 11/30/2012 1:11 PM
Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	() DETROIT INTL BRIDGE
Product	order
Estimate#	C29N06
Buyer	Sarah Linden
Phone#	
Fax#	

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E DIBC/ORDR/C29N06
Flight Dates 10/28/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

DETROIT INT. BRIDGE CO 2012 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	10A-11A	TODAY SHW3-NBC	:30	\$225.00	10/30-10/30	0	0	0	\$0.00	
	Rating: 2.0											
		Buyline Comment: TODAY 3 LINE NA, MG ON SEP LNS										
	2	W	10A-11A	TODAY SHW3-NBC	:30	\$225.00	10/31-10/31	0	0	0	\$0.00	
	Rating: 2.0											
		Buyline Comment: TODAY 3 LINE NA, MG ON SEP LNS										
	3	TH	10A-11A	TODAY SHW3-NBC	:30	\$225.00	11/01-11/01	0	0	0	\$0.00	
	Rating: 2.0											
		Buyline Comment: TODAY 3 LINE NA, MG ON SEP LNS										
	4	F	10A-11A	TODAY SHW3-NBC	:30	\$225.00	11/02-11/02	0	0	0	\$0.00	
	Rating: 2.0											
		Buyline Comment: TODAY 3 LINE NA, MG ON SEP LNS										
	5	M	10A-11A	TODAY SHW3-NBC	:30	\$225.00	11/05-11/05	0	0	0	\$0.00	
	Rating: 2.0											
		Buyline Comment: TODAY 3 LINE NA, MG ON SEP LNS										
	6	TU	10A-11A	TODAY SHW3-NBC	:30	\$225.00	11/06-11/06	0	0	0	\$0.00	
	Rating: 2.0											
		Buyline Comment: LINE NA, MG ON SEP LNS										
	7	M	12P-1P	NEWS	:30	\$450.00	10/29-10/29	2	1	2	\$900.00	
	Rating: 4.6											

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	51	TU	7A-9A	TODAY SHOW	:30	\$750.00	11/06-11/06	0	0	0	\$0.00	
	Rating: 6.2											
	Buyline Comment: LINE NA, MG ON SEP LNS											
	52	SA	6A-7A	NEWS	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
	Rating: 2.4											
	53	SA	7A-8A	NEWS 8A	:30	\$600.00	11/03-11/03	2	1	2	\$1,200.00	
	Rating: 6.4											
	54	SU	6A-7A	SU DAYBREAK	:30	\$175.00	11/04-11/04	2	1	2	\$350.00	
	Rating: 2.0											
	55	SU	7A-8A	NWS8 DAYBK SUN	:30	\$475.00	11/04-11/04	1	1	1	\$475.00	
	Rating: 4.4											
	56	SU	8A-9A	TODAY	:30	\$650.00	11/04-11/04	0	0	0	\$0.00	
	Rating: 6.6											
	Buyline Comment: TODAY LINE NA, MG ON SEP LNS											
	57	M	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	10/29-10/29	0	0	0	\$0.00	
	Rating: 6.4											
	Buyline Comment: NEWS LINE NA, MG ON SEP LNS											
	58	TU	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	10/30-10/30	0	0	0	\$0.00	
	Rating: 6.4											
	Buyline Comment: NEWS LINE NA, MG ON SEP LNS											
	59	W	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	10/31-10/31	0	0	0	\$0.00	
	Rating: 6.4											
	Buyline Comment: NEWS LINE NA, MG ON SEP LNS											

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60	TH	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	11/01-11/01	0	0	0	\$0.00
Rating: 6.4										

Buyline Comment: NEWS
LINE NA, MG ON SEP LNS

61	F	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	11/02-11/02	0	0	0	\$0.00
Rating: 6.4										

Buyline Comment: NEWS
LINE NA, MG ON SEP LNS

62	M	5P-530P	NEWS 8 AT 5PM	:30	\$700.00	11/05-11/05	0	0	0	\$0.00
Rating: 6.4										

Buyline Comment: NEWS
LINE NA, MG ON SEP LNS

63	M	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	10/29-10/29	0	0	0	\$0.00
Rating: 7.0										

Buyline Comment: NEWS
LINE NA, MG ON SEP LNS

64	TU	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	10/30-10/30	0	0	0	\$0.00
Rating: 7.0										

Buyline Comment: NEWS
LINE NA, MG ON SEP LNS

65	W	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	10/31-10/31	0	0	0	\$0.00
Rating: 7.0										

Buyline Comment: NEWS
LINE NA, MG ON SEP LNS

66	TH	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	11/01-11/01	0	0	0	\$0.00
Rating: 7.0										

Buyline Comment: NEWS
LINE NA, MG ON SEP LNS

8 of 15

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

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---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	67	F	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	11/02-11/02	0	0	0	\$0.00	
	Rating: 7.0											
		Buyline Comment: NEWS LINE NA, MG ON SEP LNS										
	68	M	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$800.00	11/05-11/05	0	0	0	\$0.00	
	Rating: 7.0											
		Buyline Comment: NEWS LINE NA, MG ON SEP LNS										
	69	M	630P-7P	NEWS	:30	\$1,100.00	10/29-10/29	0	0	0	\$0.00	
	Rating: 9.1											
		Buyline Comment: NEWS LINE NA, MG ON SEP LNS										
	70	TU	630P-7P	NEWS	:30	\$1,100.00	10/30-10/30	0	0	0	\$0.00	
	Rating: 9.1											
		Buyline Comment: NEWS LINE NA, MG ON SEP LNS										
	71	W	630P-7P	NEWS	:30	\$1,100.00	10/31-10/31	0	0	0	\$0.00	
	Rating: 9.1											
		Buyline Comment: NEWS LINE NA, MG ON SEP LNS										
	72	TH	630P-7P	NEWS	:30	\$1,100.00	11/01-11/01	1	1	1	\$1,100.00	
	Rating: 9.1											
	73	F	630P-7P	NEWS	:30	\$1,100.00	11/02-11/02	0	0	0	\$0.00	
	Rating: 9.1											
		Buyline Comment: LINE NA, MG ON SEP LNS										
	74	M	630P-7P	NEWS	:30	\$1,100.00	11/05-11/05	0	0	0	\$0.00	
	Rating: 9.1											
		Buyline Comment: NEWS LINE NA, MG ON SEP LNS										

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[illegible]

75 SA 6P-630P SA NWS

Rating: 5.9

Buyline Comment: SAT NEWS
LINE NA, MG ON SEP LNS

76	SU	6P-7P	SU NWS	:30	\$850.00	11/04-11/04	0	0	0	\$0.00
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Rating: 7.0

77	M	1135P-1235A	TONIGHT SHOW	:30	\$300.00	10/29-10/29	1	1	1	\$300.00
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Rating: 2.6

78	TU	1135P-1235A	TONIGHT SHOW	:30	\$300.00	10/30-10/30	0	0	0	\$0.00
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Rating: 2.6

Buyline Comment: TS
LINE NA, MG ON SEP LNS

79	W	1135P- 1235A	TONIGHT SHOW	:30	\$300.00	10/31-10/31	0	0	0	\$0.00
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Rating: 2.6

Buyline Comment: TS
LINE NA, MG ON SEP LNS

80	TH	1135P-1235A	TONIGHT SHOW	:30	\$300.00	11/01-11/01	0	0	0	\$0.00
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Rating: 2.6

Buyline Comment: TS
LINE NA, MG ON SEP LNS

81	F	1135P- 1235A	TONIGHT SHOW	:30	\$300.00	11/02-11/02	0	0	0	\$0.00
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Rating: 2.6

Buyline Comment: TS
LINE NA, MG ON SEP LNS

Rep Order#	6831507	Ver#	23	Mod#	4	Status	Confirmed
EC'd	Yes						

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	91	W	7P-730P	INSIDE EDITION	:30	\$425.00	10/31-10/31	0	0	0	\$0.00	
Rating: 3.8												
Buyline Comment: LINE NA, MG ON SEP LNS												
	92	TH	7P-730P	INSIDE EDITION	:30	\$425.00	11/01-11/01	0	0	0	\$0.00	
Rating: 3.8												
Buyline Comment: IE LINE NA, MG ON SEP LNS												
	93	F	7P-730P	INSIDE EDITION	:30	\$425.00	11/02-11/02	0	0	0	\$0.00	
Rating: 3.8												
Buyline Comment: IE LINE NA, MG ON SEP LNS												
	94	M	7P-730P	INSIDE EDITION	:30	\$425.00	11/05-11/05	0	0	0	\$0.00	
Rating: 3.8												
Buyline Comment: IE LINE NA, MG ON SEP LNS												
	95	M	730P-8P	ACCESS HOLLYWD	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
Rating: 2.3												
	96	TU	730P-8P	ACCESS HOLLYWD	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	
Rating: 2.3												
	97	W	730P-8P	ACCESS HOLLYWD	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	
Rating: 2.3												
	98	TH	730P-8P	ACCESS HOLLYWD	:30	\$250.00	11/01-11/01	1	1	1	\$250.00	
Rating: 2.3												
	99	F	730P-8P	ACCESS HOLLYWD	:30	\$250.00	11/02-11/02	0	0	0	\$0.00	
Rating: 2.3												
Buyline Comment: LINE NA, MG ON SEP LNS												

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	100	M	730P-8P	ACCESS HOLLYWD	:30	\$250.00	11/05-11/05	0	0	0	\$0.00	

Rating: 2.3

Buyline Comment: AH
LINE NA, MG ON SEP LNS

101	F	10P-11P	DATELINE	:30	\$300.00	11/02-11/02	0	0	0	\$0.00
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Rating: 2.4

Buyline Comment: DATELINE
LINE NA, MG ON SEP LNS

102	SA	8P-11P	DATELINE	:30	\$250.00	11/03-11/03	1	1	1	\$250.00
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Rating: 1.9

103	SU	7P-8P	DATELINE	:30	\$700.00	11/04-11/04	0	0	0	\$0.00
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Rating: 11.7

Buyline Comment: SEE MG ON LINE 105

104	SU	8P-9P	HARRY S LAW	:30	\$1,000.00	11/04-11/04	0	0	0	\$0.00
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Rating: 12.2

Buyline Comment: SEE MG ON LINE 106

105	SU	7P-8P	FB NIGHT IN AMER	:30	\$700.00	11/04-11/04	1	1	1	\$700.00
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Rating: 11.7

Buyline Comment: MG FOR LINE 103 TO REFLECT PRGM CHANGE

106	SU	8P-1130P	SUN NIGHT FOOTBALL	:30	\$1,000.00	11/04-11/04	1	1	1	\$1,000.00
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Rating: 12.2

Buyline Comment: MG FOR LINE 104 TO REFLECT PRGM CHANGE

107	SU	6P-7P	:30	\$700.00	10/28-10/28	1	1	1	\$700.00
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Rating: 6.4

Buyline Comment: NEWS

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	108	M	1130P-12A		:30	\$800.00	10/29-10/29	1	1	1	\$800.00	
Rating: 7.0												
		Buyline Comment: LATE NEWS MG FROM LN 63										
	109	M	8P-10P	THE VOICE	:30	\$1,100.00	10/29-10/29	1	1	1	\$1,100.00	
Rating: 9.1												
		Buyline Comment: THE VOICE MG FROM LN 69										
	110	SA	9P-10P		:30	\$650.00	11/03-11/03	1	1	1	\$650.00	
Rating: 5.9												
		Buyline Comment: CHICAGO FIRE ENCORE MG FROM LN 75										
	111	M	5P-530P		:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
Rating: 2.4												
		Buyline Comment: NEWS MG FROM LNS NA										
	112	TU	8P-10P		:30	\$4,000.00	10/30-10/30	1	1	1	\$4,000.00	
Rating: 2.4												
		Buyline Comment: VOICE MG FROM LNS NA										
	113	W	8P-9P		:30	\$525.00	10/31-10/31	1	1	1	\$525.00	
		Buyline Comment: ANIMAL PRAC/GUYS WITH KIDS MG FROM LNS NA										
	114	TH	8P-10P		:30	\$2,500.00	11/01-11/01	1	1	1	\$2,500.00	
		Buyline Comment: VOICE MG FROM LNS NA										
	115	SA	7P-8P		:30	\$1,000.00	11/03-11/03	0	0	0	\$0.00	
		Buyline Comment: NEWS										

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	116	SA	11P-1130P		:30	\$2,000.00	11/03-11/03	1	1	1	\$2,000.00	
			Buyline Comment: LATE NEWS									
			MG FROM LNS NA									
	117	M	630P-730P		:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
			Buyline Comment: NBC NIGHTLY NEWS									
			MG FROM LNS NA									
	118	M	10P-11P		:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
			Buyline Comment: REVOLUTION									
			MG FROM LNS NA									
	119	TU	6A-7A		:30	\$525.00	11/06-11/06	0	0	0	\$0.00	
			Buyline Comment: NEWS									
	121	TU	10A-11A		:30	\$1,600.00	11/06-11/06	1	1	1	\$1,600.00	
			Buyline Comment: TODAY SHOW III									
	122	M	8P-10P		:30	\$5,375.00	11/05-11/05	1	1	1	\$5,375.00	
			Buyline Comment: VOICE									
			MG FROM LNS NA									
	123	SU	12A-1230A		:30	\$250.00	11/04-11/04	1	1	1	\$250.00	
			Buyline Comment: SPORTS OT									
			MG FROM LNS NA									
	124	TU	7A-9A		:30	\$1,750.00	11/06-11/06	1	1	1	\$1,750.00	
			Buyline Comment: GMA									
	125	M	430A-459A		:30	\$25.00	11/05-11/05	1	1	1	\$25.00	
			Buyline Comment: NEWS									

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Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

Report Totals: 88 / \$51,875.00

---SALES MONTHLY TOTALS---

Oct 12:	1 / \$700.00	Nov 12:	87 / \$51,175.00
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Sales Totals: 88 / \$51,875.00
Station Totals: 88 / \$51,875.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$172,917	CATV	0%	WOOD	30%	WOTV	0%	WWMT	30%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	30%				

---COMPETITIVE COMMENTS---

SHARES EST

Books	NOV11
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE